

Shared Vision Selling™

Consultative Selling Skills for the 21st Century



Shared Vision Selling™ is designed for sales people who wish to engage in a consultative relationship with their clients, and focus on discovering and solving business problems. The course teaches proven techniques and behavioural skills for winning by selling on value, not price. The core skills taught will arm your sales people with the ability to build a 'shared vision of value' with your customers, which will differentiate your company and help secure long-term strategic partnerships.



This course is based on years of practical experience in the field, and study of the behavioural characteristics of the most successful solution sales people. Our selling methodologies are a combination of proven value selling techniques, real-world common sense, and the latest industry skills research.

Accelerate your growth

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REDLINE
ASSOCIATES

The workshop includes:

- Profiling and understanding buyer types
- Identifying the 'Agents of Change'
- Adapting personal styles
- The S-P-E-N-D Consultative Questioning Technique
- Behavioural aspects of Value Selling
- Building a 'Shared Vision of Value'
- Understanding buyer motivations – business, personal and financial value
- Moving from 'vendor-on-demand' to 'strategic partner'
- Creating competitive differentiation
- Handling Objections
- Win-Win Negotiation Skills
- Competitive Strategies
- Concluding the Business

Redline courses are delivered by highly experienced ex-Sales and Consulting Directors, who combine a wealth of real-world knowledge with practical techniques and methodologies.

Our workshops comprise a balanced mix of:

- Video demonstrations using professional actors
- Trainer-led teaching
- Group and individual exercises
- Group discussions
- Fun activities
- Role-plays
- Analysis & planning tools
- Course workbooks and slide sets

Call us on **01428 641001**

or find out more at

www.redlineassociates.co.uk

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Accelerate your growth

Shared Vision Selling™ is a 2 day course

The workshop is highly interactive and encourages delegates to discuss specific commercial issues they are experiencing. All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

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